



News Release

For Immediate Release:
Tuesday, October 1, 2002

Contacts:
Lena Dibble, UDOH
Tobacco Program
801-538-6917
Jana Kettering
Public Information Officer
801-538-6339

UDOH to Launch New Truth About Tobacco “I Did It!” Media Campaign To Focus on Utahns Who Have Successfully Quit Smoking

SALT LAKE CITY—October 1, 2002—The Utah Department of Health (UDOH) today launched its fresh, upbeat “I Did It!” public education, Truth About Tobacco campaign. The campaign for the coming year will focus on Utah adults and features those who have quitting “success stories” to tell and the Utah Tobacco Quit Line at 1-888-567-TRUTH. The campaign includes radio, TV, billboards and posters and a unique web site.

Twenty-four Utahns will share their story about quitting – their freedom from tobacco ranges from 3 months to 37 years. Each participant talks about the motivation behind quitting and how they feel now. Strong motivations for quitting include their families, better health and quitting for themselves to breathe easier, have more energy and to live longer. Others decided to quit to stop wasting money and smell and look better. “I Did It!” experiences range from those who quit cold turkey, used medication or the patch and those who quit through smoking cessation classes and the Utah Tobacco Quit Line at 1-888-567-TRUTH. The Quit Line provides free resources to anyone who wants to say “I Did It!” too.

As part of the campaign, the Utah Department of Health will launch the “I Did It!” web site at www.ididit.tv. Utahns can log on to this site beginning today to tell their story about the quitting experience and receive an “I Did It” shirt for their effort. Some of these stories will be highlighted in ongoing campaign materials and messages.

“The ‘I Did It!’ campaign will feature real Utahns who have done it...they have quit smoking,” said Heather Borski of the UDOH Tobacco Prevention and Control Program. “The campaign is expanding from the seven reality quit campaign participants to the many faces and voices throughout Utah for the coming year. The message is upbeat, exciting, humorous and fun. It is a message of hope and optimism.”

“The Utah Tobacco Quit Line, has proven to be very effective in helping Utahns on their journey to quit smoking,” UDOH Executive Director Rod Betit said. “We are excited to report that in this past year 13,000 Utahns called the Quit Line; 3,580 of whom used Quit Line referral or quit services.”

According to Betit, quit rates were high and ranged from 25-30%. Twenty-six percent of the adults that called the Quit Line reported quitting smoking and 30% of the teens that called the quit line reported quitting.

The Utah Tobacco Quit Line operates Monday through Thursday from 11 a.m. to 10 p.m., Friday 10 a.m. to 6 p.m. and Saturday from 10 a.m. to 2 p.m. Help includes tobacco cessation counseling, as well as referrals for additional services, state-of-the-art cessation booklets and kits filled with simple quitting aids. Eligible persons interested in quitting can speak with a trained cessation specialist and can choose to receive follow-up calls over a three- to four-month period. Callers wanting additional follow-up will be referred to local resources.

#